

IN THE SPECIFICATION

Please amend the specification as follows where new material is indicated with an underline and deleted material is indicate by ~~strike through~~ or ~~[[brackets]]~~.

Please replace paragraph 0007 of the originally filed specification with the following amended paragraph:

[0007] Transport type A is defined for ATVEF receivers that maintain a connection (commonly called a back-channel or return path) to the Internet. Generally, this network connection is provided by a dial-up modem, or can be provided by any type of bidirectional access channel (e.g. cable modem, DSL, TI, ISDN, satellite, etc.). Transport type A is a method for delivering triggers alone, without additional content. Because there is no content delivered with Transport type A, all additional data must be obtained over the back-channel, using the Uniform Resource Locators (URL~~[[()]]~~s) passed with the trigger as a pointer to the additional content. For example, using the URL(s) in the trigger, content can be pulled from the Internet via one of the previously mentioned network connections.

Please replace paragraph 0014 of the originally filed specification with the following amended paragraph:

[0014] Triggers are real-time events broadcast inside IP multicast packets delivered on the address and port defined in the Session Description Protocol (SDP) announcement for the enhanced TV program. In general, when the client sees a new announcement on the known address and port, the client knows that there will be data available on the given content and trigger addresses. Triggers are also mechanisms used to alert receivers to incoming content enhancements. Among other information, every trigger contains a standard URL that specifies the location of the enhanced content. ATVEF content may be located locally (e.g., delivered

over the broadcast network and cached to a disk) or it may reside on the Internet, another public network, or a private network (LAN/WAN). Triggers are described in greater detail in Section 1.1.5 of the ATVEF specification.

Please replace paragraph 0022 of the originally filed specification with the following amended paragraph:

[0022] **Figure 2** shows the meta data substitution system 100 in more detail. The meta data substitution system 100 is generally operative to monitor the meta data content that is received in conjunction with an incoming broadcast signal 110. The broadcast signal 110 is an incoming signal in the form of an internet, cable, satellite, or terrestrial broadcast. Other forms of broadcast media are also contemplated. The broadcast signal 110 may be formatted as an NTSC, MPEG2, HDTV, DVD, or DBS signal. The broadcast signal 110 includes two components: a video data component 112 and a meta data component 114. The meta data substitution system 100 determines whether the meta data component 114 should be replaced with a local version of the meta data (local meta data). In a typical distribution scenario, the original meta data component 114 associated with the broadcast signal 110 is replaced with customized local meta data 142 that is specifically tailored ~~specifically tailored~~ to the market where the broadcast is being received and distributed to viewers. The local meta data 142 is stored at the local meta data center 140. The local meta data center 140 can be an on-site or off-site data storage unit such as a local or wide area network, a hard disk, a Random Access Memory (RAM), a computer database, or any number of other known types of data storage facilities or devices.

Please replace paragraph 0025 of the originally filed specification with the following amended paragraph:

[0025] Referring again to **Figure 2**, meta data substitution system 100 includes a stripper 132, a processor 134, an inserter 136, and a local meta data center 140. Collectively the stripper 132, the processor 134, and the inserter 136 represent a generic meta data substitution component 130. For example, processor 134 may comprise a reprogrammable device or an Application Specific Integrated Circuit (ASIC). Preferably, each of the stripper 132, processor 134, and the inserter 136 have appropriate data terminals to facilitate the transfer of data into and out of the meta data substitution system 100. For example, the incoming data terminal of meta data substitution component 130 may be adapted to receive a data signal that conforms to a TCP/IP, ATVEF, or DOCSIS standard.